

HandsMen Threads Project Documentation

Abstract

This document presents the complete implementation and impact of a CRM solution for HandsMen Threads, a premium men's fashion brand. The project leverages Salesforce technologies to streamline operations, improve customer engagement, and drive operational efficiency through automation. Key aspects include real-time inventory management, loyalty tier automation, and robust security controls. This abstract summarizes the project's intent to digitally transform business processes while maintaining the brand's commitment to high-quality service and user experience.

Executive Summary

This project focused on enhancing both customer experience and internal operations at HandsMen Threads, a high-end mens fashion brand. The core objective was to digitize operations, centralize customer data, and automate workflows using Salesforce CRM, bridging luxury retail with technological innovation.

Project Vision & Objectives

The vision was to create an intelligent and seamless CRM system tailored to the brand's premium services.

Objectives:

- Replace manual order tracking with automation
- Enable real-time inventory management
- Launch a personalized loyalty program
- Design analytical dashboards for sales and inventory
- Improve brand-customer communication with automation

Technology Stack & Tools

- Salesforce Lightning App Builder UI customization
- Apex (Triggers & Batch Apex) Real-time and bulk data handling
- Flow Builder Automations for stock and loyalty updates
- Validation Rules & Formula Fields Data accuracy enforcement
- Permission Sets, Profiles & Roles Secure access control

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Data Model & Object Architecture

Built for scalability and clarity:

- Customer Personal info + loyalty
- Order Linked to customer and products
- Inventory & Product Track stock
- LoyaltyTier Daily updates via automation

Relationships:

- Customer Orders (1:M)
- Orders Products (M:1)
- Customer LoyaltyTier (1:1)

Business Logic & Automation

- Flows Emails, loyalty updates, stock checks
- Apex Triggers Live recalculations
- Batch Apex Inventory and order processing
- Validation Rules Ensure clean and accurate data

Customer Communication & Notifications

- Order Confirmations Sent instantly
- Loyalty Notifications Tier updates
- Inventory Alerts Internal warehouse prompts

Templates ensured consistency in messaging.

Security & Access Control

- Profiles & Roles Role-based access
- Permission Sets Extra rights without profile changes
- Field-Level Security Sensitive data control
- Sharing Rules Fine-grained data access

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Lightning App Design & UX

CRM App: HandsMen Threads CRM

- Tabs Customers, Orders, Inventory, Loyalty, Reports
- Pages Charts, related lists, compact views
- Dashboards Real-time KPIs, top clients, inventory status

Key Achievements

- 70% reduction in manual tasks
- Faster order fulfillment
- Real-time business insights
- Boosted loyalty engagement through automation
- Scalable, future-ready CRM infrastructure

Skills & Contributions

Team efforts included:

- Coding Apex triggers, batch jobs, and validations
- Designing flows and object relationships
- Building role-specific interfaces
- Implementing enterprise-level security controls

Project Context

This project was part of the Salesforce Developer with Agentblazer Champion internship module via SmartInternz. It showcased real-world problem-solving using Salesforces ecosystem.

Includes:

- Metadata files
- Deployment scripts
- Technical documentation

License

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Conclusion

HandsMen Threads now operates with a modern, automated CRM that enhances customer service and internal operations allowing the team to focus on craftsmanship, brand value, and scalable growth.